



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Healthpride

This is one of the largest files of Australian health oriented mail order buyers. It is almost exclusively derived from direct mail and is updated and cleaned regularly. These names have responded very well to a wide range of offers including books, general merchandise, continuity programs, lotteries, fund-raising and insurance.

Health Pride Catalogue and Space Ad Buyers = Australia 163600 records and New Zealand 93700 records

These are health conscious consumers who have purchased a wide variety of housewares, garden, clothing, general merchandise and health care products dealing with diet, nutrition, information on specific ailments and natural therapies. Approximately 90% of the file has been generated by direct mail, 10% inserts into packages and media. The average order is \$45.00 to \$50.00 and 85% of the file is made up of women.

Credit Card Buyers from Above and Other Files = Australia 104500 records and New Zealand 61700 records

In addition to the above names the list owner has identified Credit Card Buyers. These records have been taken from the Health Pride Catalogue and Space Buyers files as well as older buyers of health books, fitness and slimming products. Records have been flagged to avoid duplication.

LIST DETAILS	
Quantity	262,500
Selections	Country State Recency Gender
PRICING	
Deliverability	96%
Lead Time	5 Working days
Terms & Conditions	<p>List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

**The List Group** - Direct Marketing List Management & Brokerage

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